BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	Unit 11: Events, Conferences and Exhibitions for the Travel and Tourism Industry
Learning aim	A**:** Explore the range, scale and potential impact of events, conferences and exhibitions in the travel and tourism industry
Assignment title	Exploring Events, Conferences and Exhibitions
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a junior assistant in the tourism development department of your local council. The council is keen to support the development of the events, conferences and exhibitions business in the local area. You have been asked to investigate this sector of the travel and tourism industry and to write a report for your manager.
Task 1	You must select **one event, one conference** and **one exhibition**, to include **one international**, **one national** and **one local** example. For example, you could select an international conference, a national event and a local exhibition. Write a report in which you: ● compare the range, scale and potential impact of the selected event, conference and exhibition on their respective host area ● explain changing trends in the events, conferences and exhibitions sector, giving reasons for the changes ● analyse and evaluate the potential impact of the selected event, conference and exhibition on their respective host area, including the scale and potential implications of changing sector trends for

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	each host area. Your report must include specific detail and relevant examples throughout, showing an understanding of the scale of the potential impacts and changing trends at the international, national or local level.
Checklist of evidence required	A written report
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
11/A.P1	Explain the changing trends in the events, conferences and exhibitions sector.
11/A.M1	For each host area, analyse the potential impact of the event, conference and exhibition and the potential impact of changing trends in the events, conferences and exhibitions sector.
11/A.D1	For each host area, evaluate the potential impact of the event, conference and exhibition and the potential impact of changing trends in the events, conferences and exhibitions sector.

Sources of information to support you with this Assignment	Dale, G. (2019) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson http://www.conference-news.co.uk/ https://www.eventindustrynews.com/ https://www.campaignlive.co.uk/experiences?src_site=eventmagazine
Other assessment materials attached to this Assignment Brief	N/A

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